



Free Template: Who's On Your Team

(The 3 key people who bring your marketing strategy to life.)

1 The SEO Specialist – Visibility Builder

Your SEO specialist is your foundation. They make sure your business shows up when people search — not just on Google, but across AI-powered platforms and directories.

What they do:

- Research keywords your audience is already searching for
- Optimize your site content and structure
- Track performance and rankings over time

💡 Tip: Think of them as your findability expert. They help people discover you before they even know your name.

2 The Website Designer – Experience Creator

Your designer turns ideas into visuals and strategy into flow. They make your brand look professional and feel easy to trust.

What they do:

- Create a layout that's clean, mobile-friendly, and easy to navigate
- Design pages that guide people to act (buy, book, or learn more)
- Make sure your brand colors, fonts, and tone are consistent

💡 Tip: Think of them as your first impression maker. Your website should feel like your best handshake — confident, clear, and inviting.

The Media Buyer – Traffic Driver

Your media buyer helps your message reach the right people, at the right time, in the right place. They use data and strategy to make sure your paid ads get real results — not wasted clicks.

What they do:

- Set up and manage ad campaigns on Google, Meta, and beyond
- Analyze what's working and adjust budgets for performance
- Use retargeting and lookalike audiences to keep your brand in view

 **Tip:** Think of them as your megaphone. They amplify what's already working organically and help you grow faster.

Summary

Every great marketing system needs visibility, credibility, and reach.
Your SEO Specialist, Website Designer, and Media Buyer work together to build all three.

Real Marketing Methods™ helps you connect these roles into one seamless system — so your marketing works together, not apart.